Step 2: Researching & compiling interests of journalists

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Getting to know the reporters

- After listing out the reporters' names, do some research about them by reading more of their articles
- **If you get to know them better, you can adjust your pitch to increase your chances of getting covered**
- List out the topics they usually write about and make note of the articles that are the closest to what you want
- Search for them on Google and check out their social feeds to see what they share and what they think
- See what they say about themselves in their bio, what they like, where they live, etc.
- The ultimate goal is to get their attention, but this process takes time and you have to be patient